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NEWS RELEASE

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Default Order Issued Against Company Engaged in "Symbol Rustling"

New company formed with same name as old company, pretended to be successor . . .

SALT LAKE CITY, Utah – A default order was entered today against Flavor Brands, Inc., of Las Vegas Nevada for attempting to deceive the investment markets that it was the same company as a Utah company that went out of business in 1999. The Order requires that Flavor Brands, Inc. cease offering securities to the public, cease pretending to be the same company as a prior Utah company, and pay a \$50,000 fine.

The default Order describes how a Utah company named Turkey Jerky was formed in March 1984 and did a public stock offering in 1985. Because of that stock offering, investors could trade shares of Turkey Jerky that were sold in the public offering. The company later changed its name to Flavor Brands. In 1999, the company was dissolved for failing to file its annual report with the Utah Division of Corporations. In 2001, the reinstatement period expired and the company's termination became permanent.

In 2005, a group of promoters out of Nevada formed a new Utah company, calling the new company Flavor Brands, Inc. According to the Division, the promoters then told stock transfer agents and electronic trading networks (such as the Pink Sheets) that the new company was the successor to the old company. As such, the promoters hoped to be able to sell shares they had issued to themselves to other investors at huge profits. The new company even used the same stock symbol as the prior company, a tactic called "symbol rustling."

The transfer agent for the original Flavor Brands company told the Division what was happening. When the company failed to remove its listings from the Pink Sheets, the Division issued an Emergency Cease and Desist Order on August 21, 2006. The company failed to file an answer in response to the Emergency Order and did not appear at a hearing held September 25, 2006. On September 21, 2006, officers of the company voluntarily dissolved Flavor Brands so it ceased to exist as an entity. Based on the failure to file an answer or appear at the hearing, the Division today entered a default Order to cease and desist and to pay a fine.

The Division's Emergency Order also alleges that three officers of Flavor Brands violated the law by participating in this scheme to evade the registration requirements and to mislead investors. The proceedings against those three officers, J.D. Pulver, Tim Haskin, and Denise Sullivan are still pending.